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Proposed Claim Amendments - Please Do Not Enter

1. (Currently Amended) A collaborative filtering system embodied on a computer readable medium, comprising:

an item set containing at least one item of input data;

a smoothing component that smoothes at least one item of said item set via cutoff smoothing techniques; and

a filtering component that employs Lift, smoothed via cutoff smoothing techniques, as a measure of association for seering at least one item of an item set scores at least one item of said item set by employing Lift as a measure of association; wherein the filtering component additionally employs[[ing]] at least one multiple-score collaborative filtering evaluation method to obtain a single score for an item when more than one measure of association score applies to that item.

- 2. (Original) The system of claim 1, the item set comprising a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.
- 3. (Currently Amended) The system of claim 1, the multiple-score collaborative filtering evaluation method emprising utilizing a highest value score of scores applicable to an item as the single score.
- 4. (Original) The system of claim 3, the item set comprising a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.
- 5. (Withdrawn) A collaborative filtering system, comprising:
- a filtering component that employs Lift, smoothed via prior on counts smoothing techniques, as a measure of association for scoring at least one item of an item set; wherein the filtering component additionally employing at least one multiple-score

Unofficial Communication for Examiner Review Only – Please Do Not Enter collaborative filtering evaluation method to obtain a single score for an item when more than one measure of association score applies to that item.

6-100. (Withdrawn)

101. (Original) A method of data analysis, comprising:

creating a collaborative filtering system that employs Lift, smoothed via cutoff smoothing techniques, as a measure of association for scoring at least one item of an item set; and

employing at least one multiple-score collaborative filtering evaluation method to obtain a single score for an item when more than one measure of association score applies to that item.

102-149. (Withdrawn)

- 150. (New) The system of claim 1, wherein the smoothing component smoothes at least one item of the item set via at least one additional smoother.
- 151. (New) The system of claim 1, wherein the filtering component scores at least one item of the item set by employing at least one additional measure of association.
- 152. (New) The method of claim 101, further comprising receiving a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.
- 153. (New) The method of claim 101, further comprising utilizing a highest value score of scores applicable to an item as the single score of the multiple-score collaborative filtering evaluation method.

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- 154. (New) The method of claim 153, further comprising receiving a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.
- 155. (New) The method of claim 101, wherein the collaborative filtering system that employs Lift is smoothed *via* at least one additional smoother.
- 156. (New) The method of claim 101, wherein the collaborative filtering component scores at least one item of the item set by employing at least one additional measure of association.